



Job Profile comprising Job Description and Person Specification

Job Description

Job Title: Head of Assets & Commercial Strategy	Grade: MG3
Section: Culture & Leisure	Directorate: Resident Services
Responsible to following manager: Director Culture & Leisure	Responsible for following staff: Service Infrastructure Manager Asset Manager Capital Programme Manager Capital Project Managers x2
Post Number/s:	Last review date: (New post)

Working for the Richmond & Wandsworth Better Service Partnership

T We're Richmond & Wandsworth Better Service Partnership, the shared public service team for Richmond and Wandsworth Councils. Like any local authority, our role is to deliver the agenda of our elected members on behalf of the people who live and work in our part of the world. We deliver key services to our communities including social care, public health, children's services, housing and regeneration and environmental and community services.

Our joint workforce creates efficiency and resilience by bringing more creativity to the way we work, more objectivity and adaptability too, helping us deliver better services for all our residents.

We're here to help our communities thrive in a changing world, and to be there for the people who need us most we believe we need to keep adapting. That's why, at Richmond & Wandsworth Better Service Partnership, you'll be at the forefront of innovation in local government, and we'll invest in you and offer you opportunities to grow in a way only our unique organisation can.



Job Purpose

This strategic leadership role is central to shaping and delivering the London Boroughs of Richmond and Wandsworth's long-term vision for Culture and Leisure assets. Reporting to the Assistant Director of Culture and Leisure, the postholder will provide senior oversight and leadership across all aspects of asset management, capital investment, commercial development, and stakeholder partnerships.

The role is responsible for the strategic development, oversight, and optimisation of the Division's asset and property portfolio, ensuring the delivery of both financial and social value. This includes the leadership of capital programmes in excess of £70 million, the development of innovative asset management models, and driving commercial and community outcomes through strategic partnerships, procurement, and performance-led contract management.

The postholder will play a key role in influencing organisational strategy and aligning divisional objectives with the Council's broader goals, including public health, climate action, inclusive growth, and community empowerment.

Specific Duties and Responsibilities

1. Strategic Leadership & Service Transformation

As a key member of the divisional Senior Leadership team support the strategic development and continuous improvement of culture and leisure services, aligning delivery with Council priorities and the Richmond & Wandsworth Better Services Partnership. Shape policies and initiatives that ensure services remain high-impact, community-focused, and future-ready.

2. Commercial Strategy & Income Generation

Develop and deliver commercial strategies to maximise income and social value from the Division's cultural, leisure, and community assets. Scope, negotiate and implement robust commercial agreements, including leases, concessions and contracts, aligned with business and public service goals.

3. Contracting, Procurement & Asset Management

Lead all aspects of contract and asset management, including the negotiation, performance monitoring and governance of leases, licences, hire agreements and community use agreements across parks, leisure and cultural facilities. Ensure alignment with statutory requirements and council priorities, working closely with legal, property, and finance teams.

4. Capital & Programme Delivery

Oversee the delivery of a £70m+ cross-borough capital programme that enhances public assets and improves the Council's financial position. Design reporting systems, maximise programme benefits, and allocate resources to ensure timely, high-quality outcomes.

5. Asset Strategy & Impact Maximisation

Lead the strategic management of the Council's property and asset portfolio, ensuring financial and community value are maximised. Develop innovative delivery and ownership models, maintain high-performing community assets, and shape long-term asset strategy.

6. People Leadership & Organisational Culture

Inspire and manage multi-disciplinary teams, fostering a high-performance culture through coaching, development and clear accountability. Promote inclusive leadership and model the behaviours and values expected across the division.

7. Financial Oversight & Resource Management

Provide strategic oversight of service budgets, capital and revenue forecasting, and audit processes. Implement systems of financial control and ensure resource deployment supports delivery of Council and divisional objectives.

8. Strategic Planning, Risk & Compliance

Lead strategic planning processes that address emerging challenges and opportunities. Ensure risk management systems, health and safety practices, and compliance with all legal, regulatory and Council frameworks are fully embedded and effective.

9. Stakeholder Engagement & Partnership Development

Build and manage strong relationships with tenants, community partners, developers, funders and other service users. Represent the Council in multi-agency forums, lead cross-departmental working, and develop innovative partnerships that support cultural and leisure priorities.

10. Performance Management, Governance & Reporting

Develop and monitor performance frameworks, service level agreements, and KPIs across all areas of responsibility. Report regularly to Senior Leadership Teams, Cabinet and Committees on financial performance, community impact, usage, and compliance.



Generic Duties and Responsibilities

- To contribute to the continuous improvement of the services of Richmond & Wandsworth Better Service Partnerships.
- To comply with relevant Codes of Practice, including the Code of Conduct and policies concerning data protection, handling complaints and health and safety.
- To adhere to security controls and requirements as mandated by Richmond and Wandsworth procedures and local risk assessments to maintain confidentiality, integrity, availability and legal compliance of information and systems
- To promote equality, diversity, and inclusion, maintaining an awareness of the equality and diversity protocol/policy and working to create and maintain a safe, supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected.
- To understand both Councils' duties and responsibilities for safeguarding children, young people and adults as they apply to the roles within the Councils.
- The profile is not intended to be an exhaustive list of the duties the post holder will carry out. Other reasonable duties commensurate with the level of the post, including supporting emergency and priority situations, will form part of the role.

Additional Information

The services are dispersed across both Councils requiring visible presence in both Richmond and Wandsworth according to the needs of the services.

Attendance at regular evening meetings and occasional weekends is required.

Attendance in response to emergencies and 'out of hours' emergencies may be required.

The shared staffing arrangement will keep its structures under continual review and as a result the post holder should expect to carry out any other reasonable duties and responsibilities within the overall function, commensurate with the grading and level of responsibilities of the post. This post holder will also be expected to take a leading role in keeping services under review.

If applicable, a DBS check may be conducted.



Person Specification

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Our Values

THINK BIGGER

EMBRACE DIFFERENCE

CONNECT BETTER

LEAD BY EXAMPLE

PUT PEOPLE FIRST

Our Values are embedded across Richmond & Wandsworth Better Service Partnership and throughout all roles and responsibilities at all levels of the organisation. Please [familiarise yourself with our values](#) as they are an integral part of our recruitment and selection process.

Person Specification Requirements			Assessed by A/I/T/C (see below for explanation)
Knowledge	Essential	Desirable	Assessed
Knowledge and understanding of:	x		I/T

<ul style="list-style-type: none"> - Operating public services with commercial elements - Developments and challenges facing local government and the wider public sector - Best practice in corporate governance and service delivery - Performance management and target setting - Programme Management - Partnership working and stakeholder engagement - Procurement and contract management - Health and safety requirements and best practice in ensuring service compliance - Safeguarding 			
Knowledge of relevant legislation, standards and good practice in asset and contract management.	x		I/T
Knowledge of equality, diversity and inclusion as it applies to service delivery and access to public assets.	x		I/T
Knowledge of attracting and securing new forms of income in parks, leisure and culture		x	
Experience	Essential	Desirable	Assessed
Significant experience of managing at a senior level, leading a multi-skilled and/or multi-functional team covering one or more of the major disciplines in a complex organisation with evidence of recent successful outcomes	x		A/I/T
Experience of working in an environment which has a politically influenced decision-making structure with the	x		A/I/T

ability to work effectively across the political spectrum			
Experience of effectively leading a diverse workforce and managing complex budgets and other resources	x		A/I/T
Proven entrepreneurial flair – spotting and realising commercial opportunities, working with businesses and the third sector	x		A/I/T
Managing successful delivery of a range of services, programmes of work and major projects		x	
Proven track record of delivering increased customer satisfaction while realising savings and increasing income	x		
Experience of using the right digital tools effectively		x	
Experience of contract or partnership management including with the Community and Voluntary Sector and maximising benefits both social and financial	x		
Skills	Essential	Desirable	Assessed
Strong communication and negotiation skills, with the ability to build effective relationships with a range of stakeholders	x		I/T

Ability to assess, interpret and draft contract documentation and Heads of Terms	x		I/T
Ability to minimise expenditure and maximise income and capital receipts through the negotiations of agreements, acquisitions and sales relating to land, property and development proposals.	x		I/T
Provide advice on planning applications and development proposals	x		I/T
Oversee changes in ownership and management of relevant land and property assets	x		I/T
Acquire and sale land, property and other assets to the benefit of the and the Council	x		I/T
Proficiency in using Microsoft Office, including Excel and Outlook, and asset management systems.	x		A/I/T
Report writing and data analysis, particularly relating to financial and usage statistics.	x		I/T
Qualifications	Essential	Desirable	Assessed
Educated to degree level or equivalent experience in a relevant or applicable discipline	x		C
Relevant professional qualification or training in asset or contract management		x	C

A – Application form / CV

I – Interview

T – Test

C - Certificate